DOCUMENT RESUME

ED 134 152 IR 004 311

AUTHOR Schupbach, Paul H.
TITLE GPN Instructional Television Packages.
INSTITUTION Nebraska Univ., Lincoln. Great Plains National Instructional Television Library.
SPONS AGENCY National Association of Educational Broadcasters, Washington, D.C.
PUB DATE 25 Oct 76
NOTE 9p.; Paper presented at National Association of Educational Broadcasters (Chicago, Illinois, October 25, 1976)

EDRS PRICE MF-$0.83 HC-$1.67 Plus Postage.
DESCRIPTORS Adult Education; *Educational Television; Elementary Secondary Education; *Film Libraries; *Instructional Materials; Instructional Materials Centers; Television Curriculum; Undergraduate Study; Video Tape Recordings

ABSTRACT

This paper provides a cursory description of 22 new items available at the Great Plains National (GPN) Instructional Television Library--programs in history, geography, reading, language, and mathematics for elementary or secondary school students; course materials in accounting, management, and mathematics at college level; informative materials for adult learners; and programs in health, political science, sociology, and architecture produced by the Open University of Great Britain. (SC)

****
* Documents acquired by ERIC include many informal unpublished *
* materials not available from other sources. ERIC makes every effort *
* to obtain the best copy available. Nevertheless, items of marginal *
* reproducibility are often encountered and this affects the quality *
* of the microfiche and hardcopy reproductions ERIC makes available *
* via the ERIC Document Reproduction Service (EDRS). EDRS is not *
* responsible for the quality of the original document. Reproductions *
* supplied by EDRS are the best that can be made from the original. *
****

ED134152

GPN Instructional Television Packages

October 25, 1976

by

Paul H. Schupbach

"PERMISSION TO REPRODUCE THIS COPYRIGHTED MATERIAL HAS BEEN GRANTED BY

Paul H. Schupbach

TO ERIC AND ORGANIZATIONS OPERATING UNDER AGREEMENTS WITH THE NATIONAL INSTITUTE OF EDUCATION. FURTHER REPRODUCTION OUTSIDE THE ERIC SYSTEM REQUIRES PERMISSION OF THE COPYRIGHT OWNER."

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

IR004311

GPN Instructional Television Packages

Presented October 25, 1976

by

Paul H. Schupbach

NAEB Convention - Chicago (Conrad Hilton)

ED134152

Ten days ago I took part in another meeting concerning instructional television. It was held in the offices of Encyclopaedia Britannica, about a mile north of here on Michigan Avenue. This particular conference involved 25 college administrators from various points of the country some of whom were already using television materials in their outreach programs but most of whom represented institutions apparently considering doing so for the first time. Many questions were asked, of course, but what brought me up short was when an obviously professorial-type asked, "What is software?" This reminded me that not everyone . . . in every audience . . . comes with the same background. And it is for that reason that I'm going to take a few moments to tell you of the development -- and of what Great Plains is, and is not.

GPN is now in its 15th operational year. It was activated in February of 1962 as a pilot test project under the National Defense Education Act. Located from the outset at the University of Nebraska in Lincoln, GPN has as its objectives the identification, acquisition, storage, duplication and distribution of extant recorded instructional television materials in such a way so as to provide an ongoing national service on a self-supporting, nonprofit basis. GPN became self-sustaining after 3½ years of federal support. It is a service agency of the University of Nebraska regularly

I R004311

providing educational materials to a clientele in all 50 states and, on occasion, to some foreign countries (more about that later). Last year we listed a variety of support materials plus 150 courses. In this year's catalog, you will note that we have dropped 17 courses while adding 22 new ones . . . and I'd like to tell you about some of them because we as a staff feel that most are truly exemplary. May I begin by describing AMERICAN SCRAPBOOK, a series of 16/15-minute color programs for intermediate-level history students. Produced by WVIZ in Cleveland, this series is outstanding in its historical accuracy, content, and on-location production values . . . it was filmed in Pennsylvania, Virginia, Arizona, Ohio, Indiana, Wyoming, Louisiana, Wisconsin, Yellowstone National Park and Canada. AMERICAN SCRAPBOOK will let students relive some of the dramas of history and visit, perhaps for the first time, authentic locales as varied as the past.

Also for use at the intermediate level in geography, science, or history is a new series by one of America's outstanding on-camera educators, John Rugg of the Denver Public Schools and KRMA-TV. Called ODYSSEY, this color series is divided into three segments of five programs each: Antarctica, the Arctic, and soon-to-be-released Equatorial South America. This highly informative, solidly produced course deals with geographical concepts, historical facts, and scientific knowledge in a manner that will not only inform students, but will motivate them to seek further information as well. The photography, all on location, brings to the viewer a new perspective of these seldom seen regions and, I might add, that most general viewing audiences will find ODYSSEY equally informative and fascinating.

MATH: NO MYSTERY . . . PROJECT:--MIDDLE EAST . . . and WHY KNOT? (spelled with a "K") round out our new intermediate-level series. Each has been carefully tailored to give students interesting and enjoyable experiences that will motivate and provide them with helpful learning tools. Each is available on a variety of videotape formats, and examples of each may be reviewed at the GPN booth or in the privacy of your own office.

New for primary students are these series: In reading development, I CAN READ and I WANT TO READ. The purpose of these companion series is to raise the language/reading achievement of primary children and to help them learn to enjoy reading. Produced at KLCS-TV, Los Angeles, by the L.A. County School System, these very attractive materials were developed as a part of a three-year ESEA Title III Reading Development Project. A one-page abstract describing Los Angeles County results is available from GPN as are five, 30-minute, in-service programs which explain the teaching concepts and the use of related guides.

MAGIC CARPET, from San Diego, is also for primary-level language arts students. MAGIC CARPET introduces the wit and wisdom of early cultures as well as some of the more recent folk tales, some of which are based on historical fact. Well-produced, the more unusual lessons of this series are based on a Zuni Indian legend, a folk tale from India, a West African and a Guatemalan folk tale. The purpose of MAGIC CARPET is to help motivate a desire to read among children. In this we feel it should succeed handsomely.

MEASURE UP, 32/15-minute lessons for first grade. MEASURE UP presents the concepts of first grade mathematics in a manner that is related to the everyday world of children . . . this series is different in that, while presenting solid math concepts, students are encouraged to have fun with learning games used throughout.

Speaking of math, at long last we are able to advise you of a math series called MAINLY MATH which is designed to assist the college-bound or any post-secondary student for that matter who finds himself weak in the fundamental math skills. Each concept is presented not solely as an academic discipline, but as an important tool to be used in daily living. The lessons are graphics, vignettes and voice-over narration (there is no on-camera teacher) to communicate clearly and concisely. And, each lesson is complete and independent of the other so that in addition to being used as a series, MAINLY MATH can be used to study specific concepts or to reinforce particular understandings. MAINLY MATH . . . produced by WCVE . . . excellent for summer school or as a refresher course for the beginning college student.

For the adult student, this year GPN has a variety of new post-secondary materials which I believe may be larger and of greater interest than ever before. There are five new open-ended family crises films from Churches TV and Radio, England . . . plus PROJECT THE RIGHT IMAGE, a how-to-do-it film which in the audiovisual field is destined to become a classic . . . and "Support Your Local Poet," a thoughtful film presentation which deals with the life and work of a rock poet in an

entertaining yet open-ended way. "Poet," incidentally, should be seen by anyone in the room having an interest in cinematography. The camera work and the editing are superb.

Time is not going to permit me to describe each of our new college level courses but I do want to call your attention to PERSONNEL MANAGEMENT from Chicago City College, ANYONE FOR TENNYSON? which is available from the University of Mid-America as a course, or as single color films or video cassettes from Great Plains, and ACCOUNTING I and II from the University of Mid-America . . . now available with three very attractive pricing options. I also want to take this opportunity to alert those of you who may not have seen the announcement elsewhere that GPN has been appointed as a course distributor by the Open University of Great Britain. Currently, our Open University list includes ENVIRONMENTAL CONTROL AND PUBLIC HEALTH, HISTORY OF ARCHITECTURE AND DESIGN, HISTORY OF MATHEMATICS, INTERNATIONAL POLITICS AND FOREIGN POLICY and MAKING SENSE OF SOCIETY. By early 1977, SYSTEMS PERFORMANCE: HUMAN FACTORS AND SYSTEMS FAILURES, ART AND ENVIRONMENT, and SOVIET GOVERNMENT AND POLITICS will be ready for your use. These courses, heavily dependent upon independent reading and study, are truly multi-media for they also involve audio presentations which Great Plains will also distribute. Incidentally, the Open University of Great Britain has recently opened an office in Washington to assist in academic or operational matters and representing that office at this Conference is Miss Lee Taylor who is staying here at the Conrad Hilton.

Earlier I mentioned that GPN has been distributing occasionally in various foreign countries. A word about that: We are at present in negotiation for professional representation in the Far East, South America, Europe and the African nations. Additionally, we have the possibility of receiving a variety of filmatic materials from central Europe within the next few months. Subjects will include art, music, crafts, documentaries and folklore. They will have English sound tracks and be in color. We'll keep you posted.

As you would imagine, in this short presentation I've only given the most cursory of descriptions and have but barely touched on some of the many things going on at GPN. Quickly mentioning others: We are working with the Nebraska State Department of Education through Dr. Richard Raecke toward the production of three levels of primary science; we are attempting to stay well informed and perhaps involved in the video disc; and we are carefully weighing the potential as well as our responsibilities with respect to the several new forms of helical scan cassette recording now emerging.

GPN staffers who are here at the convention and who will be pleased to visit with you at length about these and other matters include Tracy Clement, Dewey Harouff, Agatha TeMaat and Gwen Nugent. Milt Hoffman, whom many of you have asked about, is once again in good health and early this fall became the Director of Educational Television Services for Connecticut.

Two final items in closing: Media and the Adult Student, Bob Carlisle's new fascinating book of case studies, may be examined at the NAEB and, immodest as it may seem, we at GPN are very pleased to tell you that when all the checks were written for this past year's royalties paid to course producers, the 14-year total came to slightly more than two million dollars.

In closing I should like to add only that: Most of the foregoing materials I've described are available now, and we're pleased to have been of service.